

Pennsylvania Has Hard Job Making Roads

Beautiful Lackawanna Trail Is Chief Among New Highways Opened by Keystone State in Period of a Year

224 Miles Are Built

New Jersey Lets Contracts for Many Miles of the Most Durable Pavements

During the present construction season the Pennsylvania State Highway Department has built, under great difficulties, 224 miles of new roads. Chief among the new roads opened in the Keystone State this year is the beautiful Lackawanna Trail, between Scranton, Pa., and Binghamton, N. Y., one of the finest asphalt highways in the world and running through some of the most beautiful scenery in America. Altogether there are 10,777 miles of state highways in Pennsylvania, of which 5,000 miles are now improved.

Of the 10,777 miles of highways, 5,378.7 miles are earth roads, 190.2 miles are gravel, 155.7 are of dirt, 2,082.5 are waterbound macadam with broken stone base, 828.3 are waterbound macadam with Telford base, 218 miles are cadam with Telford base and 115 miles are of bituminous concrete. There are 68.16 miles of bituminous concrete with Telford base, 37.4 miles of asphalt with broken stone base, 70 miles of plain concrete and 1,036 miles of reinforced concrete. The mileage of vitrified block roads is 353, that of the wood block is 3.7 and that of the stone block is 4.5.

Since the beginning of Governor William C. Sproul's administration the Pennsylvania department has completed approximately 1,500 miles of new highways.

The New Jersey State Highway Department has let contracts this year for many miles of new roads that are being constructed according to specifications covering the latest and most durable types of pavement. New Jersey contracts let early this season provided for 22.6 miles of new asphalt highways. Roads of this type are being constructed of twenty to thirty feet width, with shoulders, between Smithville and the Mullins River, Sauntown and West Long Branch and Bridgeton and Millville, and in the vicinity of Madison, Bridgeton, Newark, Bound Brook and Passaic.

Auto Industry Called World's Biggest Manufacturing Project

Tremendous Growth in Recent Years Laid Solely to Fact That Cars Supplied a Public Need

Analysis of information secured through governmental sources indicates that the automobile industry is the largest manufacturing enterprise in the world.

Thirty years ago Bryce, in his classic treatise on the American Commonwealth, referred to America's great railway system as the means of communication that held this country together and rendered it one for all social, political and commercial purposes. "During the last decade," says the October issue of "The Automobile Trade Journal," "another great advance in inter-communication has been made. The automobile marks the most successful attempt to provide 'individual transportation' since the first cave-man harnessed the progenitor of the modern horse and thereby supplied himself with a means of travel afield."

The tremendous growth of the automobile industry in recent years is due solely to the fact that it has supplied a public need.

The value of the 1922 automotive output will be approximately as follows:

Automobiles	\$1,350,000,000
Tires	675,000,000
Replacement parts	550,000,000
Accessories	150,000,000
Total	\$2,725,000,000

This total is 33 per cent greater than the value of the output in the second largest industry, the refining of petroleum (65 per cent of which is used by automobiles), 65 per cent greater than the value of the iron and steel output, and more than twice the value of all cotton goods produced in the textile mills of the country.

Annual imports of crude rubber into the United States are now 600,000,000 pounds per annum. Of this total 81 per cent, or 490,000,000 pounds, will be required this year for automobile tires. Production of plate glass this year should total about 68,000,000 square feet. Nearly one-third of this, or 21,500,000 square feet, will be required for automobiles.

This year 5,400,000 gallons of gasoline will be produced. About 2,320,000,000 gallons, or 80 per cent of this total, will be used in automobiles. While over 850,000,000 gallons of lubricating oil will be refined in 1922, only 575,000,000 gallons will be required for domestic consumption.

About 230,000,000 gallons, or over 40 per cent, of the domestic consumption will be used for the operation of automobiles.

About 75,000 bales of Egyptian-type, long staple cotton will be grown in the United States this year, while 400,000 bales will be imported from Egypt. About 38 per cent of this total, or 180,000 bales, will be used in the manufacture of automobile tires.

With its various subsidiary lines the automobile business influences the industrial labor market to a more pronounced extent than does any other great industry. There are 727,000 wage earners in production, sales and service work whose income is derived directly from the industry.

In addition to these there are 935,000 other wage earners, who derive their income indirectly from the automobile business. These are drivers and chauffeurs and workers in industries supplying raw materials to manufacturers of automotive products. Figures for production, sales and service work are obtained by multiplying total workers in each of these industries by the percentage of the total output needed for automotive products.

Directly and indirectly the automobile industry influences the employment of 1,662,000 wage earners. There are approximately 12,750,000 wage earners supported from manufacturing industries or engaged in transportation. Of these 13 per cent are dependent upon the automobile business.

New Moon Model 'Tourlux' Is Presented to Public

In the Tourlux, a new Moon model, motorists have all the comforts and conveniences of the closed car at a remarkably low cost. Mounted on a standard Moon Six-40 chassis is a graceful permanent top which can be used as a sedan in winter and a California top or open car in summer.

William J. Coghlan, president of the Moon Motor Car Company, of New York, is emphasizing the idea that this is no ordinary winter top or winter attachment. It is manufactured and installed at the Moon factory as part of each Tourlux model turned out. The Tourlux throughout possesses the many distinctive refinements and fittings characteristic of Moon coach work. Price \$1,445 f. o. b. St. Louis.

Tractors Made in U. S. Aid Armenian Crops

Twenty-two American tractors, imported by the Near East Relief Commission, have ploughed 2,000 acres and produced twenty bushels of barley per acre, against ten bushels per acre the result of native methods which called for 500 men and 1,500 oxen on the same job, says a dispatch from Alexandropol, Armenia.

Professor Hartill, of the New York Institute of Agriculture, directed this experiment. He estimates that the cereal production of Armenia can be increased 300 per cent by the use of modern methods.

Olds Price Reductions Take Effect at Once

Average Drop of \$105 Is Announced on All of 12 Models

The Olds Motor Works, of Lansing, Mich., has announced price reductions on the four and eight cylinder models, effective at once. The reduction averages \$105 on all twelve models.

In the four-cylinder models the roadster is cut \$140, from \$1,095 to \$955; the touring car \$120, from \$1,095 to \$975. The semi-sport is reduced \$150, from \$1,225 to \$1,075. The new four-cylinder brougham is cut from \$1,425 to \$1,275, a total of \$50. The sedan drops \$150, from \$1,745 to \$1,595, while the total cut in the price of the coupe is \$120, from \$1,595 to \$1,475. The California top model drops from \$1,395 to \$1,275.

In the eight-cylinder models the price of the light eight five-passenger touring car is reduced from \$1,495 to \$1,375, a total of \$120. The new price on the super-sport touring car is \$1,675, as compared with \$1,725, a reduction of \$50. The eight-cylinder sport roadster is cut \$70, from \$1,695 to \$1,625. The reduction on the sedan price totals \$120, with the new price set at \$2,025, as compared with \$2,145, the former price. The coupe has been priced at \$1,875, as compared with \$1,995.

Camping Plan Grips Tourists

The outlook now is that by the spring of 1923 these good old United States will be almost one camp site after another, and in every direction.

Automobile Trade Notes

Gildden's Buick Trade Rooms
The 1923 Buick line is going to be a revelation to any one desiring to own a real good car in the medium price range. This has already been proved by the numerous orders received by the Gildden Motor and Supply Company, of 223 West Fifty-eighth Street, New York; for the different wonderful Buick models.

The greatest number of orders for any two months in the history of that company have been placed during August and September.

According to Earle H. Gildden, president of the Gildden Motor and Supply Company, it is advisable to wait for the delivery of these supply 1923 models—he claims, as do a number of customers, that there never was a better car than the 1923 Buick.

Hudson and Essex Price Drops
Whatever motive the manufacturers of the Hudson and Essex cars had in making a further cut in the existing low prices on the various models at this time, the fact remains that it has caused a sensation throughout the motor industry.

Harry S. Hout, president of the Hudson Motor Car Company, of New York, did not expect the cut. He figures that the high costs of material and manufacture that have been throughout the motor industry would act against it.

This new cut by the manufacturers of the Hudson and Essex should not have a disturbing effect on the trade, as most of the good cars have made price adjustments already.

Jordan Makes Reductions

Evidence that the leading quality car manufacturers recognize the insatiable demand for closed cars is indicated in the announcement by the Jordan Motor Company of new reductions in their closed models.

This is also evidence that the quality car manufacturers have at last attained a volume of production sufficient to warrant a marked change in prices. Jordan closed car output now is more than 50 per cent of their total. This has enabled the Jordan company to attain a price level on cars of Jordan quality which will attract the attention of every body in the industry.

Koenig Awarded Prize

G. A. Koenig, of the retail sales force of the Peerless Motor Car Company, won the first prize of \$50 offered by the show committee at the closed car show here for the best presentation by a salesman of the car he is selling.

Mr. Koenig's sales talk and manner convinced the show committee that he was the logical winner, greatly to the satisfaction of General Manager J. A. Clark of the local Peerless branch.

Closed Car Forecast Made

Concerning the success of the closed car show, which ended last night at Grand Central Palace, the vice-president and general manager, J. A. Clark, of the local Peerless branch, says:

"It is my belief that a closed car show at this time of the year is a great benefit. At this time of the year a majority of new models are just getting into quantity production, and buying without a stimulant has a tendency to lag."

"The closed car show has come to stay. Investigations made by the Peerless company show that 50 per cent of the open-type cars on the highways are driven with tops up, regardless of the season and current weather conditions. As a result, leading automotive engineers forecast an ever-increasing demand for closed cars which embody the characteristics of the touring model—light weight, quickly adjustable windows which will let in all 'outdoors' and ease of entrance and exit."

Morrow Brooklyn Aid Named
Immediately following the announcement of the National Motor Car and Vehicle Corporation, of Indianapolis, that the Morrow Motors Corporation had been named distributor of National cars for metropolitan New York, the news was made public that C. J. Maxson had been named Brooklyn manager of Morrow Motors.

The selection of a man of Mr. Maxson's ability and long experience in all branches of the automobile industry is an indication of the broad plans of the Morrow Motors for the development of sales of National and Earl cars in Brooklyn.

Maxson has been holding open houses at the Brooklyn branch of the Morrow Motors Corporation, 1519 Bedford Avenue.

Durant Makes Main Floor
"Durant on the main floor of the Grand Central Palace at the dealers' closed car show is only a forecast of the future. I can say without giving away any secrets," says William C. Durant, metropolitan distributor of Durant products. "At the national automobile show to be held next January in the same building, Durant will be on the main floor, entitled to a place in the choicest section by reason of money value of cars shipped in the year preceding the drawing for space."

"This is another record for Durant. At the show last winter Durant, newly on the market, had an obscure place on the third floor."

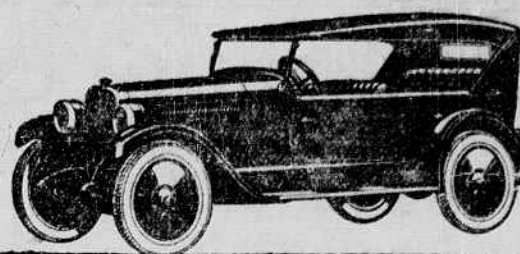
Winton Sales Cited
"A Winton six sold every day for the first four days this week," was a statement given out last Thursday by George Garland, Winton's sales manager, 1888 Broadway, last Thursday. The new Winton six also shared in the glory. Five had been purchased since the Closed Car Show opened up to last Thursday.

"Business has been very satisfactory on both these splendid cars," was Mr. Garland's closing comment.

Latest Isotta Displayed
The Isotta Motors, Inc., is now showing in their Forty-fourth Street display room the latest product of the factory in Milan, Italy, the new Isotta Fraschini "straight-line" eight-cylinder automobile.

This type is now being manufactured exclusively and is the result of the intensive war experience of the Isotta Fraschini factory.

The "straight-line" eight retains the Isotta Fraschini front wheel brakes, which was a feature of their models before the war.



Chalmers Six Meets Outstanding Need

Those who make careful comparisons find it necessary to go hundreds of dollars higher in price to find a car that even approaches the Chalmers Six in beauty and fine performance.

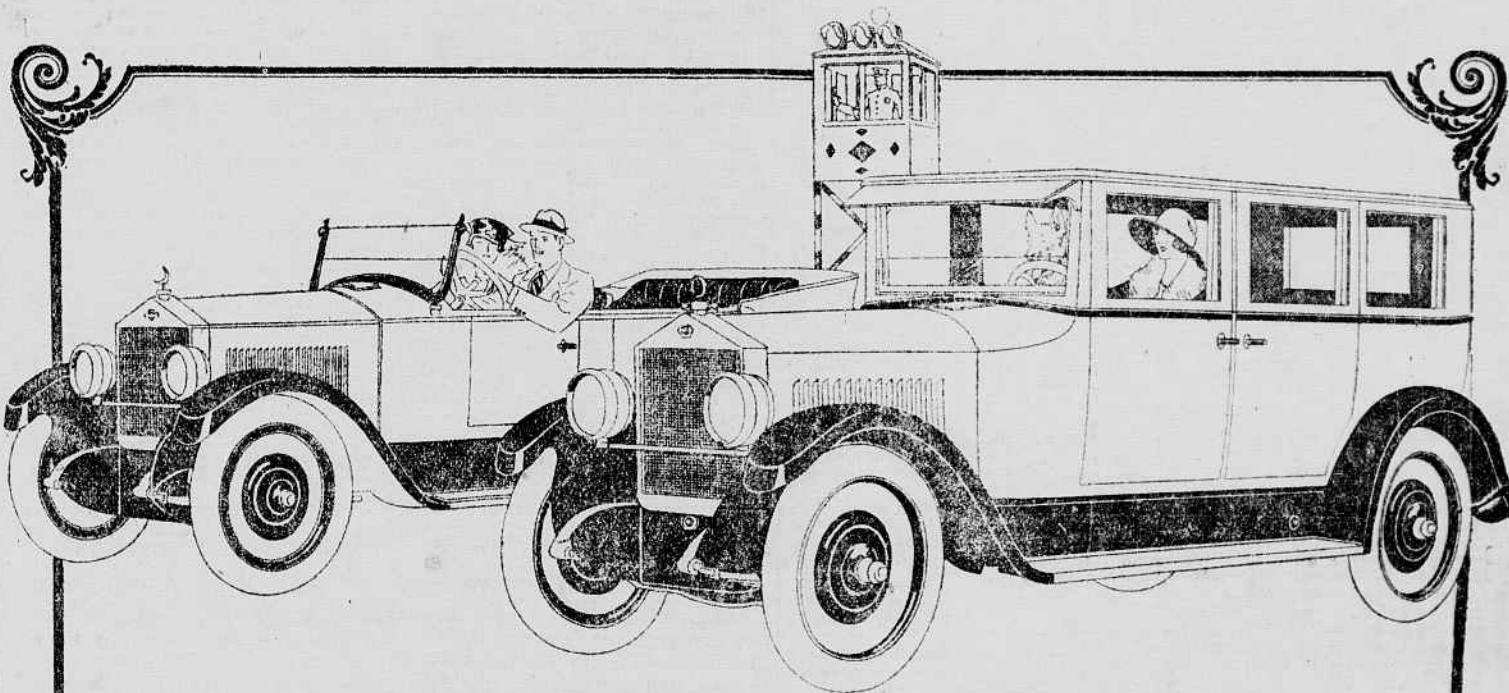
For the Chalmers Six was designed and is produced with the very definite purpose of meeting the need for fine motoring at reasonable cost.

We ask that you, too, investigate and compare.

Chalmers Six Prices
5-pass. Touring Car, \$1185. 2-pass. Coupe, \$1595.
*Excludes tax, license, delivery and optional accessories.

COLT-STEWART COMPANY, Inc.
Broadway at 59th Street—Circle 5550
Bronx Salesroom
Grand Concourse at 175th Street—Tremont 4914
Maxwell-Chalmers Sales Corporation, Inc.
1410 Bedford Avenue, Brooklyn—Prospect 8411

The CHALMERS SIX



New 1923 Moon Six-40

TOURING CAR \$1295

SEDAN \$1695

PRONOUNCED by those who have seen it the smartest, most attractive, most able touring model ever built.

SEATS—deep and luxuriously cushioned.

UPHOLSTERY—genuine tan hand buffed Spanish leather, French plaited and air-ventilated—exclusively Moon.

BODY—beautifully finished in Versailles blue and artistically striped.

TOP—double-texture material, tailored through.

RADIATOR—solid victory silver, giving a metallic lustre far superior to nickel-plated.

FENDERS—die stamped [not rolled]—fully crowned. Built in instead of hung on. Substantial and rigid.

HOOD—individually fitted to cowl moulding.

HEADLIGHTS—nickel-plated, latest snare-drum type.

WIND-SHIELD—drip proof—another exclusive Moon feature.

INSTRUMENTS—conveniently arranged and set in polished hard-wood—not metal.

STEERING WHEEL—aluminum spider; hard rubber grip properly shaped to the hand.

All prices F. O. B. St. Louis

MOON MOTOR CAR COMPANY OF NEW YORK
WILLIAM J. COGHLAN, President
1875 Broadway at 62nd Street • Telephone Columbus 7718-7719

BRONX Moon-Bronx Co. 2233 Grand Concourse
BROOKLYN Woods Garage & Sales Co. Bedford Ave. and Fulton St.
JAMAICA, L. I. Woods Garage & Sales Co. 172 Hillside Avenue
NEW ROCHELLE Moon Motor Distributing Co. N. Main near Huguenot St.
NEWARK North Jersey Motor Vehicle Co. 586 Broad Street
YONKERS P. S. Lewis 255 South Broadway
HACKENSACK, N. J. Chas. H. Lary 605 Main St.
JERSEY CITY Minerva Garage 2976 Boulevard
ENGLEWOOD H. F. Rothman 69 W. Palisade Ave.

MOON

Moon Motor Car Company, St. Louis, Mo., U. S. A.
Founded by Joseph W. Moon, 1907

Twenty Years Ago

TRAVELING under its own power from Detroit to New York—nearly 800 miles—this original 1902 one-cylinder Cadillac, pictured above, arrived Friday afternoon. This is the longest continuous trip ever made by a car of that age—a trip that would have been considered impossible for any car two decades ago when this first Cadillac was built. The ancient traveler is on view in our showrooms, Broadway at 62nd Street, this week.

THERE are twenty years of progress between that sturdy little chugging two-wheeler and its nineteen times great grandchild, the magnificent automobile which bears the Cadillac standard today. But in that original Cadillac, as in the models which followed, was the best material, the best engineering science, the most exact workmanship available.

Time has justified the manufacturers' adherence to these principles by placing Cadillac in a position of pre-eminence. The motoring public, familiar with its records, accomplishments, and marvellous performance, has purchased more Cadillacs than the combined total of all other cars of the same or higher price. Cadillac is indeed "The Standard of the World."

DETROIT CADILLAC MOTOR CAR CORPORATION
INGOLS M. UPPERCU, President
BROADWAY AT 62ND STREET, NEW YORK
Telephone Columbus 7700
BROOKLYN BRIDGEPORT • ELIZABETH NEW ROCHELLE NEWARK • TONONKEEPER WHITE PLAINS

CADILLAC

